

Title (en)

A METHOD AND A USER DEVICE FOR HANDLING MOBILE ADVERTISING

Title (de)

VERFAHREN UND BENUTZEREINRICHTUNG ZUM UMGANG MIT MOBILWERBUNG

Title (fr)

PROCÉDÉ ET DISPOSITIF UTILISATEUR POUR LA GESTION DE PUBLICITÉ MOBILE

Publication

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Application

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Priority

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Abstract (en)

[origin: WO2009113922A1] Personalized advertisements may be provided from a service node to a user, parallel to executing a request request from the user device. At the service node, advertisement information may be selected, according to predefined advertisement rules and the applications which are available at the user device, and attached to a response message, sent to the user device in response to the received request. At the user device, the advertisement information is retrieved, structured and stored. A change of state of an application of the user device will initiate an interrogation of the advertisement information, which will result in performing a presentation of an advertisement on the user information, in case such instructions exists. An advertising method, a user device and a service node adapted to execute the suggested method are described.

IPC 8 full level

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CPC (source: EP US)

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Citation (search report)

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- See references of WO 2009113922A1

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